

SoMe Content Creator

Do you want to help shape the direction of one of Copenhagen's strongest and most visible brands and create content that inspires and adds value to hundreds of thousands of people every single day? Then you might be our new SoMe Content Creator at Metroselskabet.

Do you have the kind of idea that can get everyone talking about the Metro —like when Ed Sheeran welcomed passengers over the loudspeakers? We're looking for a creative and execution-strong profile who can produce content that strengthens our brand, inspires customers, and makes the Metro the natural first choice for getting around the city.

As a Content Creator, you'll use social media as a driver for both the Metro's brand and growth. You'll be producing content that performs well in the algorithms but also leaves a lasting impression on customers and supports our business goals. At the same time, you'll have the opportunity to unleash your creative talent on one of Denmark's biggest stages, where every post, every video, and every campaign can reach hundreds of thousands of Copenhageners every single day. You'll be part of **Team SoMe & Press**—a strong and ambitious team that works both data-driven and creatively to ensure that the Metro's communication is always sharp, strategic, and audience-focused. Working closely with our SoMe Editor, you'll be responsible for developing ideas and producing content that creates visibility, enhances the customer experience, and strengthens the business.

We're looking for someone who:

- Is visually strong and creative
- Dares to challenge formats and create content with edge
- Actively uses insights and understands customer journeys and target groups
- Knows how paid and organic work together—and can make it happen in practice
- Balances creativity and performance to create content that drives growth and delivers customer value
- Masters both Reels and TikTok—from trendspotting to production, editing, and optimization
- Is confident in tools such as Adobe, CapCut, Canva, or similar
- Thrives in a data-driven performance culture and is motivated by creating visible results
- Is outgoing, ambitious, proactive—and love when things move forward

We can offer:

- An exciting job in a dynamic workplace with room for development and creativity
- A varied and challenging workday where you'll have broad influence on our digital communication
- A great workplace, where you'll be part of a well-functioning team with dedicated colleagues
- A full-time position with salary according to qualifications
- Attractive and flexible employment terms with a strong focus on well-being and professionalism

We care more about who you are than about your formal education. Maybe you have a degree in communications, maybe a digital background. What matters is that you've got your digital toolkit in order and know how to prioritize and choose the right platforms and formats so that your content hits the mark.

As an employee at Metroselskabet, you'll become part of a strong professional community with complex tasks, skilled colleagues, and leaders who create space for innovation. We work closely together on large projects, where quality and development are always at the core.

You'll have real influence on both your tasks and how they're solved—and from day one, you can leave your mark with ideas, suggestions, and initiatives. We create a framework that fits both the tasks and who you are, and where you are in life.

Learn more about Copenhagen Metro at www.m.dk

Want to join the journey?

Then tell us: Where would you take the Metro brand on social media? What stories would you tell to make Copenhageners stop and listen? And what results are you most proud of having created?

If you have questions about the position, feel free to contact **Nete Kamper**, Head of Social Media & Press: +45 7242 4801 or nek@m.dk

Application deadline: **September 30, 2025**. Start date: as soon as possible.